1984

PHILIP MORRIS MEDIA DIRECTORY

PUBLICATION	OWNERSHIP	PUBLISHER	AD DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
Weeklies						
T.V. Guide	Triangle Publications Inc.	Eric Larson	Thomas McDonough	Keith Baldwin	1290 Avenue of Americas New York, NY 10019	484-9951
Time	Time Inc.	John A. Meyers	Richard B. Thomas	Dick Maylander	Time & Life Building 1271 Ave of Americas New York, NY 10020	841-2202
Newsweek	Washington Post Co.	Steve Price	James W. Allbaugh	Joe McOwen	444 Madison Avenue New York, NY 10022	350-2028
People	Time Inc.	Christopher Meigher	Bill Meyers	Jim Caparis	Time & Life Building 1271 Ave of Americas New York, NY 10020	841-4473
Sports Illustrated	Time Inc.	Robert Miller	Donald T. Barr	John Andrews	Time & Life Building 1271 Ave of Americas New York, NY 10020	307-4787
U.S. News & World Report	U.S. News & World Report, Inc.	William G. Dunn	Robert Dillingham	Frank Schilling	45 Rockefeller Plaza New York, NY 10020	246-3366
Bi-Weekly						
Us	MacFadden Inc	Michael J. Boylan		Marion Aron	215 Lexington Avenue New York, NY 10016	340-7500

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PUBLICATION	OWNERSHIP	PUBLISHER	AD DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
Men's						
Playboy	Playboy Enterprises Inc.	Hugh Hefner	Charles Stentiford	Jim Boike	747 Third Avenue New York, NY 10017	688-3030
Penthouse	Penthouse	Bob Guccione	Howard Plissner	Madelyn Sanders	1965 Broadway New York, NY 10023	496-6100
Esquire	13-30 Corporation	Alan Greenberg	Julie Lewit	Lyle Landon	2 Park Avenue New York, NY 10016	561-8100
Popular Science	Times Mirror Magazines, Inc.	Terence E. Moyes	Jim Byrne	Jim Byrne	380 Madison Avenue New York, NY 10017	687-3000
Mechanix Illustrated	CBS Inc.	Marlene Jensen	Ernest Renzulli	Ed Knobloch	1515 Broadway New York, NY 10036	719-6576
Popular Mechanics	The Hearst Corp.	Daniel J. Coleman	Gil T. Alfano	Steve Koddenberg	224 West 57th Street New York, NY 10019	262-4286
Field & Stream	CBS Inc.	Eugene A. Bay Jr.	James S. Berrier	Martin Prager	1515 Broadway New York, NY 10036	719-6695
Outdoor Life	Times Mirror Magazines, Inc.	John B. Crawley	Angie Shunaman	Ed Backus	380 Madison Avenue New York, NY 10017	687-3000
Sports Afield	The Hearst Corp.	Hastings Ross	Glenn R. Gray	Frank Rosa	250 West 55th Street New York, NY 10019	262-8098
Outside	Mariah Publications, Corp.	Lawrence Burke	Anne Clemmer	Jim Fawcett	745 Fifth Avenue New York, NY 10022	421-5162
Golf Digest	The New York Times Company	James W. Fitzgerald	Win Stevens	Marty McMahon	488 Madison Avenue New York, NY 10022	593-7796

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Men's (cont'd)						
Golf	Times Mirror Magazines, Inc.	James L. Turner	A. Potter Crolius	Jim Collins	380 Madison Avenue New York, NY 10017	687-3000
Hot Rod	Petersen Publishing Company	Harry Hibler	Floyd Sembler	Shelley Barton	437 Madison Avenue New York, NY 10022	935-9150
Motor Trend	Petersen Publishing Company	Brian Van Mols	Floyd Sembler	Shelley Barton	437 Madison Avenue New York, NY 10022	935-9150
Car & Driver	Ziff-Davis Publishing Co.,Inc.	David E. Davis Jr.	Paul J. Levinson	Tony Coehlo	One Park Avenue New York, NY 10016	725-7417
Road & Track	CBS Inc.	Richard A. Bartkus	H. Clifford Parris	Charles Merber	1515 Broadway New York, NY 10036	719-6223
Car Craft	Petersen Publishing Company	John Dianna	Floyd Sembler	Shelley Barton	437 Madison Avenue New York, NY 10022	935-9150
Cycle	Ziff-Davis Publishing Co.,Inc.	P. Thomas Sargent	Paul J. Levinson	Harvey Singer	One Park Avenue New York, NY 10016	725-8708
Cycle World	CBS Inc.	James A. Hansen	James A. Frahm	Charles Merber	1515 Broadway New York, NY 10036	719-6223
Motorcyclist	Petersen Publishing Company	Dick Lague	Floyd Sembler	Shelley Barton	437 Madison Avenue New York, NY 10022	935-9150
Pickup, Van & 4 Wheel Drive (Pickups & Mini Trucks)	Petersen Publishing Company	Michael Anson	Floyd Sembler	Shelley Barton	437 Madison Avenue New York, NY 10022	935-9150
Four Wheel & Off Road	Petersen Publishing Company	Michael Anson	Floyd Sembler	Shelley Barton	437 Madison Avenue New York, NY 10022	935-9150

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Men's (cont'd)						
Family Handyman	The Webb Company	Howard Jones	Grey Carey	Harold Jones	c/o Webb Company 205 East 42nd Street New York, NY 10022	682-4727
Popular Photography	Ziff-Davis Publishing Co.,Inc.	Sidney Holtz	Julian Weiss	Harvey Singer	One Park Avenue New York, NY 10016	725-8708
Stereo Review	Ziff-Davis Publishing Co.,Inc.	J. Scott Briggs	Brian E. McCabe	Harvey Singer	One Park Avenue New York, NY 10016	725-8708
Flying	Ziff-Davis Publishing Co.,Inc.	Jay Durfee		Harvey Singer	One Park Avenue New York, NY 10016	725-8708
Boating	Ziff-Davis Publishing Co.,Inc.	J. Samuel Huey	Robert E. Berg	Harvey Singer	One Park Avenue New York, NY 10016	725-8708
Firehouse	American Firefighter Association	Bruce T. Bowling	Bruce T. Bowling	Bruce T. Bowling	515 Madison Avenue New York, NY 10036	935-4550
Sport	Sports Media Corp.	Donald Hanrahan	Thomas Brown	Terry Reynolds	641 Lexington Avenue New York, NY 10022	869-4700

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PUBLICATION	OWNERSHIP	PUBLISHER	AD DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
Women's						
Family Circle	The New York Times Company	Thomas C. Redd	Robert Neary	Joe Maxwell	488 Madison Avenue New York, NY 10022	593-7912
Woman's Day	CBS Inc.	Thomas M. Kenney Jr.	Robert Mate	John Fennell	1515 Broadway New York, NY 10036	719-6895
Better Homes & Gardens	Meredith Corp.	J. Wesley Silk	Len Stuart	Peter Mason	750 Third Avenue New York, NY 10019	557-6643
McCall's	The McCall's Publishing Co.	Raymond Eyes	Frank Zilla	Dorothy McAvoy	230 Park Avenue New York, NY 10169	551-9369
Ladies Home Journal	Family Media Inc.	Robert Thomas	Gregory Dunn	"T" Havilland	Three Park Avenue New York, NY 10016	725-1700
Redbook	The Hearst Corp.	Alan M. Waxenberg	Richard J. Sarno	Talia Carner	230 Park Avenue New York, NY 10017	850-9300
Cosmopolitan	The Hearst Corp.	Louis E. Porterfield	William T. Hunt	Roy Lucy	224 West 57th Street New York, NY 10019	262-7428
New Woman	New Woman Inc.	Margaret H. Whitehead	Peggy Barnett	Judy Wishnie	485 Madison Avenue New York, NY 10022	753-9669
Self	Conde Nast Publications Inc.	J. Kevin Madden	William J. Abbott	Hank Sousa	350 Madison Avenue New York, NY 10017	880-7990
Working Woman	Hal Publications Inc.	Carol Taber	Beth E. Sullivan	Beth Sullivan	1180 Ave. of Americas New York, NY 10036	599-2080
Working Mother	McCall's Publishing Co.	Raymond Eyes	Carol Evans	Dorothy Cameron	230 Park Avenue New York, NY 10017	551-9482

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PUBLICATION	OWNERSHIP	PUBLISHER	AD DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
Women's (cont'd)						
Bon Appetit	Knapp Communications Corp	Robert S. Phelps	George B. Dippy	George Oestreich	680 Fifth Avenue New York, NY 10019	765-3610
Cuisine	CBS Inc.	Anne S. Fuchs	Peter S. Clancey	Joyce Shotwell	1515 Broadway New York, NY 10036	719-6223
Gourmet	Conde Nast Publications, Inc.	Verne Westerberg	Richard Barthelmes	Rodger Harrison	560 Lexington Avenue New York, NY 10022	371-1330
Food & Wine	American Express Inc.		G. F. Booth II	Joe Griggs	90 Park Avenue New York, NY 10016	382-5629
House Beautiful	The Hearst Corp.	D. Claeys Bahrenburg	David Moore	Suzanne Puchalsky	1700 Broadway New York, NY 10019	903-5116
Metropolitan Home	Meredith Corp.	Stephen R. Burzon	William G. Murphy	Caroline Lippert	750 Third Avenue New York, NY 10017	557-6580
House & Garden	Conde Nast Publications Inc.	Will F. Bondlow Jr.	Donald Kilmartin	Bernie Fields	350 Madison Avenue New York, NY 10017	880-8313
Country Living	The Hearst Corp.	Ron Galotti	Mike Romano	Jill Mulligan	224 West 57th Street New York, NY 10019	262-6790
Home	Knapp Communications Corp.	George C. Fields	Herbert W. Bode	Anthony Gonzales	140 East 45th Street New York, NY 10017	265-1850
Glamour	Conde Nast Publications, Inc.	E. Louis Holtermann Jr.	Marybeth Russell	Hal Cuddy	350 Madison Avenue New York, NY 10017	880-8657
Mademoiselle	Conde Nast Publications, Inc.	Joseph L. Fuchs	Elliot Marion	Dean Botjer	350 Madison Avenue New York, NY 10017	880-8377
Vogue	Conde Nast Publications, Inc.	Richard Shortway	David Rubin	Robert Rose	350 Madison Avenue New York, NY 10017	880-8800

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PUBLICATION	OWNERSHIP	PUBLISHER	AD DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
Women's (cont'd)						
Harper's Bazaar	The Hearst Corp.	Martin Schrader	Neil R. Butwin	Mary Lindblom	1700 Broadway New York, NY 10019	903-5407
Modern Bride	Ziff-Davis Publishing Co., Inc.	George E. Morrissey	Howard Friedburg	Bill Riley	One Park Avenue New York, NY 10016	725-3912
Bride's	Conde Nast Publications Inc.	G. Thomas Grenier	Edward J. Abramson	Warren Wade	350 Madison Avenue New York, NY 10017	880-8518
True Story	MacFadden, Inc.	John J. Fitzpatrick	John Fitzpatrick	Sid Bender	215 Lexington Avenue New York, NY 10016	340-7522

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PUBLICATION	OWNERSHIP	PUBLISHER	AD DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
Special Interest						
Life	Time Inc.	Charles A. Whittingham	Charles Rubens	Alex Blanchet	Time & Life Building 1271 Ave of Americas New York, NY 10020	841-3435
Changing Times	The Kiplinger Washington Editor's Inc.	Nicholas Niles	John Abbott	Bob Lindquist	220 East 42nd Street Suite 3010 New York, NY 10017	599-0454
Money	Time Inc.	William M. Kelly	James B. Hayes	Jerry Oldach	Time & Life Building 1271 Ave. of Americas New York, NY 10020	841-4009
Travel & Leisure	American Express Company		John Hillock	Hal Petersen	1350 Ave. of Americas New York, NY 10019	382-5600
Signature	Diners Club Inc.	Harry C. Egner	Gerry Van Splinter	Don Maguire	880 Third Avenue New York, NY 10019	888-9450
Games	Playboy Enterprises Inc.	Gerald Calabrese	Paula Fierman	Paula Fierman	515 Madison Avenue New York, NY 10022	421-5984
Atlantic	The Atlantic Monthly Co.	David Auchincloss	James Sheridan	James Sheridan	420 Lexington Avenue New York, NY 10017	687-2424
Harper's	Harper's Magazine Company	Rick MacArthur	Joan Goodsmith	Joan Goodsmith	Two Park Avenue New York, NY 10016	481-5220
Discover	Time Inc.	Carl G. Jaeger	R. Timothy Leedy	Jean O'Donnell	Time & Life Building 1271 Ave of Americas New York, NY 10020	841-2502
Psychology Today	The American Psychological Association	Joseph Benjamin	Jerry Firestone	Jeanette Sahner	One Park Avenue New York, NY 10016	725-6883

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PUBLICATION	OWNERSHIP	PUBLISHER	AD DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
Special Interest (cont'd)						
Omni	Omni Publications Inc.	Bob Guccione	Howard Plissner	Vicki Nathan	909 Third Avenue New York, NY 10022	496-6100
Science Digest	The Hearst Corp.	Thomas P. Losee, Jr.	Woody Katsoff	Jeff Hammel	888 Seventh Avenue New York, NY 10019	262-7540
Geo	Knapp Communications Corp.	John F. Grant	Bruce Lennox	Al Berman	680 Fifth Avenue New York, NY 10019	265-1930
Architectural Digest	Knapp Communications Corp.	G. Robert Griswold	Clifford Tallman	Malcolm Neidner	680 Fifth Avenue New York, NY 10019	765-6250
Town & Country	The Hearst Corp.	Charles Kennedy	Carl Portale	Jennifer Gallo	1700 Broadway New York, NY 10019	903-5000
Vanity Fair	Conde Nast Publications Inc.	David M. O'Brasky	Douglass Johnston	Ellen Wilk-Harris	350 Madison Avenue New York, NY 10017	880-7257
Skiing	Ziff-Davis Publishing Co.,Inc.	Henry A. Kaiser	James R. Flynn	Harvey Singer	One Park Avenue New York, NY 10016	725-3755
Ski	Times Mirror Magazines, Inc.	George Bauer	Peter Pell	Ed Greenberg	380 Madison Avenue New York, NY 10017	687-3000
Tennis	The New York Times Company	Howard R. Gill, Jr.	Sandy Landsman	Kathy Bell	488 Madison Avenue New York, NY 10022	593-8204
World Tennis	CBS Inc.	Francis X. Dealy, Jr.	Peter McGrath	Charlie Merber	1515 Broadway New York, NY 10036	719-6223

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PUBLICATION	OWNERSHIP	PUBLISHER	AD DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
Regional/Local						
Southern Living	Southern Progress	James DeVira	Tom Mitchell	Joseph Scott	405 Lexington Avenue New York, NY 10017	986-9010
New York	News Group Inc.	Martin Singerman	Brian McCabe	Alan Tigner	755 Second Avenue New York, NY 10017	880-0700
Connecticut	Connecticut Circle Inc.	Gordon B. Hall, Jr.	Lee Healy	Mortimer Berkowitz	145 East 63rd Street New York, NY 10021	753-9740
Boston	Municipal Publications Inc.	James P. Kuhn, Jr.	William Barber III	Bob Phillips	420 Lexington Avenue New York, NY 10022	972-1157
Philadelphia	Philadelphia Magazine Inc.	Orlin Davis	Ralph Gianatasio	Bob Phillips	420 Lexington Avenue New New York, NY 10022	972-1157
Washingtonian	Washington Magazine Inc.	Eleanor Merrill	Edward Mansfield	Lou Stancampiano	51 East 42nd Street New York, NY 10017	986-0648
Texas Monthly	Mediatex Communications Corp.	Michael R. Levy	Roger Tremblay	Walter Gale, Jr.	420 Lexington Avenue New York, NY 10022	986-7295
Houston Home & Garden	Bayland Publishing Co., Inc.	Barbara M. Wood	Barbara Schempf	Laura Jennings	120 East 56 Street New York, NY 10022	308-1614
Houston City Magazine	Southwest Media Corp.	Lute Harmon	Melissa R. Hufford	Bob Phillips	420 Lexington Avenue New York, NY 10022	972-1157
D Magazine	Southwest Media Corp.	Terry Murphy	Mary Graham	Bob Phillips	420 Lexington Avenue New York, NY 10022	972-1157

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Regional/Local(cont'd)						
Dallas-Ft. Worth Home & Garden	Bayland Publishing Co., Inc.	Candace G. Lipson	Cheryl Herrick	Laura Jennings	120 East 56 Street New York, NY 10022	328-1604
California	New West Communications Corp.	Alan Bennett	Tony Hoyt	Walter Gale	420 Lexington Avenue New York, NY 10022	986-7295
Los Angeles	Los Angeles Magazines Inc.	Bert Pucci	Nicki Campbell	Bill Good, Sr.	Good Magazines 50 East 42nd Street New York, NY 10017	682-0385
San Diego	San Diego Magazine Publishing Co.	Edwin & Gloria Self	Elizabeth Zongker	Bill Good, Sr.	50 East 42nd Street New York, NY 10017	682-0385
Honolulu	Honolulu Publishing Company	David M. Pellegrin	Jim Myers	Bob Maxon	The Pattis Group One Park Avenue New York, NY 10016	686-8400

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PUBLICATION	OWNERSHIP	PUBLISHER	AD DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
Entertainment Programs						
Playbill, Showbill, Playbill (Phil/Balt), N.Y. State Theatre	Playbill Inc.	Arthur T. Birsh	Linda Kolinsky	Tom Steinfeld	71 Vanderbilt Ave. New York, NY 10169	557-5757
Stagebill, Carnegie Hall, Kennedy Center, Lincoln Center	B&B Enterprises	Charles F. Buccieri	Theodore Langdon	Joe Barbieri	10 East 40th Street New York, NY 10016	687-9275
Performing Arts Programs	Performing Arts Network, Inc.	Herbert Glass	Irwin M. Fries	Abe Landau	310 Madison Avenue New York, NY 10017	490-2777
Black Publications						
Ebony	Johnson Publishing Co., Ltd	John H. Johnson	H. John Alex	Kent Carthan	1270 Ave. of Americas New York, NY 10020	586-2911
Jet	Johnson Publishing Co., Ltd	John H. Johnson	Sanford Sims	Ted Lewis	1270 Ave of Americas New York, NY 10020	586-2911
Essence	Essence Communications, Inc.	Edward Lewis	Clarence O. Smith	Kevin Alexander	1500 Broadway New York, NY 10036	730-4260
Black Enterprise	E. G. Graves Ltd.	Earl G. Graves	Alfred L. Morris	Jeff Burns	295 Madison Avenue New York, NY 10017	889-8220
Crisis	Crisis Publishing Co. Inc.	Benjamin Hooks	Warren A. Parker	Warren Parker	1790 Broadway New York, NY 10019	858-0800
Right On Class	D.S. Magazines Inc.	Michael Edrei	Robert Rosen	Robert Rosen	Kalin, Quigley & Rosen 850 Seventh Avenue New York, NY 10019	399-9500

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PUBLICATION	OWNERSHIP	PUBLISHER	Ad DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
Spanish Publications						
Nuestro	Nuestro Publications Inc.	Daniel M. Lopez	Ray Calderon	Ray Calderon	461 Park Avenue South New York, NY 10016	684-5999
Temas	Temas Corporation	Jose de la Vega	Jose de la Vega	Jose de la Vega	1650 Broadway New York, NY 10016	582-4750
Caminos	Caminos Corporation	Kirk Whisler	Jim Sullivan	Jim Sullivan	2670 Griffin Los Angeles, CA 90054	(714) 889-0539
Hispanic Review of Business	Nuestro Publications Inc.	Daniel M. Lopez	Ray Calderon	Ray Calderon	461 Park Avenue South New York, NY 10016	684-5999
Hispanic Business	Hispanic Business Publications	Jesus Chaverria	Jesus Chavarria	Clarice Graham	P. O. Box 6757 Santa Barbara, CA 93111	(805) 964-9044
Mr. Te Ve	Spanish Communications Ltd.	Ruben Loera	Nick Therry	Nick Therry	3008 Belden Drive Los Angeles, CA 90068	(213) 469-2719
Latin N. Y.	Latino Communications	Izzy Sanabria	Izzy Sanabria	Izzy Sanabria	419 Park Avenue South New York, NY 10016	868-3330
Miami Mensual	The Quintas Communcort Group Inc	Frank Soler	Ana Picaza Soler	Bob Collins	88 Lexington Avenue New York, NY 10017	889-9017
Guantes	ERC Magazine Corp.	Chon Romero	Chon Romero	Chon Romero	147 West 42nd Street Suite 906 New York, NY 10036	354-0290
Futbol	Futbol Publications, Inc.	Herb Meltcher	Herb Meltcher	Herb Meltcher	12-12 37th Avenue Long Island City, NY 11101	937-5079

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PUBLICATIONS	OWNERSHIP	PUBLISHER	AD DIRECTOR	REPRESENTATIVE	ADDRESS	LOCAL PHONE NUMBER
De Armas Group						
Geo Mundo The Ring en Español Hombre de Mundo Intimidades Mecanica Popular Harper's Bazaar en Español Vanidades Continental Ideas Para Su Hogar T.V. y Novelas Activa Buenhogar Cosmopolitan en Español	Editorial America	Armando de Armas	Tom Koopman		605 Third Avenue Suite 1620 New York, NY 10016	687-8760
Low Rider	Aztlan Communications, Inc.	Sonny Madrid	Larry Gonzales	Larry Gonzales	1915 Hartag Drive San Jose, CA 95131	(213) 469-2719
Military						
Ladycom	Downey Communications, Inc.	Edward M. Downey	George K. Smith	George K. Smith	400 Madison Avenue New York, NY 10017	935-0840
Stateside Family	Military Family Communications	Joseph A. Mugnai	Joseph L. Araneo	Joseph Mugnai	9 East 41st Street New York, NY 10016	661-6550
Off Duty	Off Duty Enterprises	Walter B. Rios	Don Hull	Linda Sharlin	250 East 63rd Street New York, 10021	751-8464

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